

ABSTRACT OF THE DISCLOSURE

A proactive call center which detects problems, resolves the problems, and then contacts the customers before customers initiate calls themselves. In

5 the present invention, the workflow process is monitored to ensure that a transaction is completed without problems. If a problem occurs, a call center agent is notified of the problem. The call center agent can then take immediate steps to research the problem, fix the problem, or otherwise find alternative solutions to help ameliorate the problem. The call center agent

10 then contacts the customer to explain the problem and what steps were taken to address the problem. By proactively taking steps to address problems as they occur rather than in response to customer complaints, businesses can maintain goodwill.

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